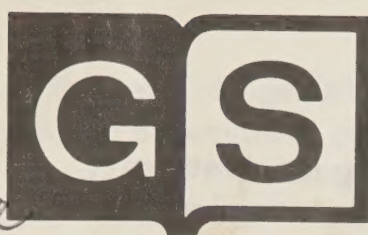


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A CENTER FOR CONTINUING EDUCATION

-ANNUAL REPORT-
1973 - 1974

HIGHLIGHTS OF THE YEAR

1. We completed our first year of operation under the 10-week quarter system. Our schedule of classes now includes all programs of the school and is being issued quarterly. Our catalog, for the first time, was issued to cover a two-year period.
2. We developed and copyrighted assessment center materials for government, launching our new "Insight Development Program," which focuses on helping managers and executives gain insight into their developmental needs.
3. The Special Programs significantly increased its organizational development and team-building services, including Management By Objectives. These services are provided to federal and state governmental agencies and, during the past year, to Princeton and Southern Methodist Universities.
4. The Career Planning and Development Program was further expanded. Through contract services, this program is helping people in lower grade levels assess their career potentials and training needs. Through an agreement with the Office of Personnel, training to prepare for the high school GED (General Educational Development) test was provided to USDA employees. GED training was also provided for personnel from other agencies.
5. International Programs was expanded and made a separate program of the Graduate School. Training was provided to participants from a number of African, Asian and Latin American countries, including 20 key officials from the new country of Bangladesh.

SPECIAL PROGRAMS

Special Programs branched out in several directions during the past year, offering programs to private industry as well as federal, state, local, and territorial governments. Seminars were offered throughout the country, and new programs were developed to keep pace with the many changes in management and in continuing education.

A new "Insight Development Program," patterned after assessment centers, was developed with the assistance of Dr. Cabot Jaffee. The Graduate School Center will help government executives, managers, and first-line supervisors evaluate and build on their strong points and identify areas in need of improvement. It will also help agencies identify areas in need of improvement. It will also help agencies identify personnel with high potential for management and executive responsibilities. A trainer-training program was held in July. Programs for participants are scheduled to begin in October. The program is being offered on an open enrollment basis for individuals and also on a contractual group basis for agencies.

We conducted Organizational Development efforts for many government organizations, such as USDA's Food and Nutrition Service and Animal and Plant Health Inspection Service, and the U. S. Department of Labor. Under a cooperative agreement between the Government of the Virgin Islands, the College of the Virgin Islands, and the Graduate School, we have a full-time staff member, Scott Varner, detailed for a year to assist the Virgin Islands in making their education and training programs more practical and relevant.

In response to a request from Princeton University, Special Programs has conducted three live-in workshops for department heads and administrative personnel, with a fourth workshop scheduled in August. Because tangible results of these workshops were immediately evident, Princeton has decided to extend the program to other levels of management and to provide a complete curriculum and calendar of training for their personnel during 1974-1975.

Through a contract with the Department of Labor, Special Programs has provided training for employees at all levels -- GS-1 to 18. Programs offered included: Executive Excellence, Executive Development, Independent Study, an Individual Learning Center, and pre-professional development. They were offered in the ten regional offices of the Department of Labor, as well as in the national office.

The Manpower Agency of the Department of Labor has contracted for eleven specially designed Management Development programs for state and local managers. Programs are scheduled in San Francisco, Los Angeles, Phoenix and Honolulu this year, and the first three programs have already begun, with Phase I having taken place in July.

Lee Breyer, of Special Programs, has completely revised the Success Oriented Supervision program, tailoring it specifically for the Alcohol, Tobacco, and Firearms Agency of the U. S. Department of the Treasury.

The DOW Chemical Corporation has contracted for a specially tailored program in congressional process and public affairs. Through this program, DOW personnel will gain a deeper knowledge and understanding of the critical relationship between public and private executives and policy makers.

Participants for the year totalled 3,527 in scheduled courses and 4,808 in contract courses, making a grand total of 8,335 course enrollments.

CAREER PLANNING AND DEVELOPMENT PROGRAM

During 1973-1974, the Career Planning and Development Program continued to develop and implement educational and training programs for employees in middle and lower salary grades.

Five secretarial and one reading course were transferred from Special Programs, to bring all of the daytime secretarial offerings of the Graduate School under one organizational unit. This move is expected to facilitate the development of Certificate Programs in the secretarial area.

As a result of the pilot General Educational Development (GED) instructional program, initiated with USDA's Office of Plant and Operations in January 1973, we signed a cooperative agreement with USDA's Office of Personnel to operate its GED program, beginning in January of 1974. This brought the total number of participants for the year to 166. Of these participants, 46 were successful in passing the GED Test and receiving a High School Equivalency Certificate. Of those who passed the GED Test, 41 were from the Department of Agriculture and five were from other agencies and departments.

In cooperation with the U. S. Patent Office, we conducted a career assessment project for 84 GS-1 and GS-2 employees who had entered the Federal service under the Public Service Careers program. Group and individual testing and counselling were aimed at helping these employees advance their careers through a better understanding of their own abilities and interests.

Under a grant from the U. S. Department of Health, Education, and Welfare, which expired in November, 1973, we trained a total of 32 audio-visual technicians and 29 audio-visual aides.

The Gregg Shorthand Review course, A4132, was developed and operated during

the last three quarters of the year. This one-week, two-hour-a-day course served 61 enrollees.

The Administrative Practices and Procedures Committee evolved from the Office Techniques and Operations Committee. New members were added to reflect its new focus on upward mobility needs. The Individual Learning Center Committee has a new Chairman, Albert Greatorex, of USDA's Farmers Home Administration.

During the year, there were 846 registrations for offerings of the Career Planning and Development Program.

We were fortunate to have John Rosser as the head of this program for the last two years, on loan from the D.C. Public Schools. John Rosser's research in the area of career education was of benefit to us, as it has been to the adult education program of the Public Schools.

EVENING PROGRAM

The first academic year on the quarter system has been very successful for the Evening Program, with enrollment increasing from 10,239 in 1973 to 11,596 in 1974. The number of participants lost because of cancelled courses decreased from 1,270 to 842. We were also able to decrease the number of cancelled sections and to increase the total number of sections offered and taught.

The Evening Program's involvement in offering contract courses on site has also increased. We have offered contract courses on site at NASA, the Inter-American Development Bank, the Justice Department, and the Securities and Exchange Commission.

We have identified curriculum areas that need improvement and have initiated efforts to make necessary improvements. These include Graphic Arts, English for Foreigners, Surveying and Mapping, and Management Analysis.

Under the leadership of Dr. Tom Cowden, Counsellor to the Secretary, the Evening Program conducted three seminars on The Role of the Department of Agriculture in the Next Decade. Each seminar was oversubscribed and received excellent evaluation. The purpose of the seminars was to increase the insight and inter-relatedness of the various agencies that make up the Department of Agriculture. One seminar involved field employees as well as those in Washington.

CERTIFICATES OF ACCOMPLISHMENT

Recipients -- 1973-74

Accounting Technician

Carmella Austin
Doris Ballard
Roger G. Capehart
Mildred P. Lee
Joanne Lewis
Eleanor E. Reid

Advanced Accounting

Maura C. Colmenares
Wallace R. Keefe, Jr.
Theodore Wilkins, Jr.

Administrative Procedures

Maudine Clayborn
Claude T. Frasier
Edna M. Ginwright
Jessie M. Hamilton
Genie N. Herndon
Nelva G. Icaza
Melvin J. Kelly
Carolyn L. Mitchell
Charlene L. Simmons
Edith B. Skipper
Wincene Wheeler

ADP Programming

Betty J. Lett

Computer Science

Carlos G. Borgialli
James A. Cookro
Charles T. Dean
William G. Ellis
Saverio J. Grimaldi

Computer Science (Cont'd)

Melvin Hill
Calvin C. Miles
Carol L. Voisin
Philip H. White
George Yurchak

Professional Computer Science

Paul Stidham

Editorial Practices

Ruby C. Sakai
Frances R. Tanksley

Advanced Financial Management

George E. Gurvin
Vivian R. Willner

General Engineering

Alvarez R. Ledbetter

Graphic Arts

Manuel L. Boldberg
Janell Stevens

Library Technicians

Annie Bonner
Iris M. Bradshaw
Theresa T. Compton
Ann K. Fuller
Cozette D. Jenkins
James H. Johnson, Jr.
Sevia Mayes
Rita Maria Montoya
Catherine J. O'Flatherty
Dorothy T. Wickham

Natural History Field Studies

Maggie De Carlo
Delos C. Dupree
Alan F. Johnson
Charles R. Reams

Personnel Technician

Lillian Davis
Thelma Rhea Emos
Shirley Flood
Pat Gary
Mary Queen
Vivian Tsai

Advanced Public Administration

John C. Cherry, Jr.
Russell P. Mjolsnes

Advanced Public Managements

Barry L. Buchanan

Purchasing & Property Management

Bernard Cherry
Agnes Frejo
Frank E. Lomax
Ruth Rogers
Frank H. Sykes

Surveying and Mapping

Agustin Aponte

TWENTY-YEAR AWARDS TO FACULTY AND COMMITTEE MEMBERS

Fred W. Gerretson
Mark M. Kirkham

E. F. Knipling
John L. McGruder

John J. Schule, Jr.
William A. Vogely

INDEPENDENT STUDY PROGRAM

The total number of students enrolled in correspondence courses was 1,688. The courses which consistently have the largest number of students are: Federal Personnel Personnel Procedures, 242; REA Borrower Accounting (Electric), 208; Basic Accounting, 180; Modern Supervisory Practice, 125; Writing for Government and Business, 105; REA Borrower Accounting (Telephone), 96; and Basic Electricity, 94.

From August 1, 1973, to July 15, 1974, there were 1,177 new students registered; 495 completions; and 8 transfers. The number of lessons processed totalled 8,794.

To increase the number of completions and decrease withdrawals, we are trying new ways to motivate students to complete their courses.

INTERNATIONAL PROGRAMS

We successfully completed two Agro-Industrial and Industrial Development Management programs involving 11 countries, 34 participants, and numerous resource persons and organizations in the United States and throughout the world.

In May, 1974, we accepted for training 20 Bangladesh officials. They all have college degrees and occupy key government positions. They will be in training for six months to learn more about agricultural development, economic development and management in general.

Our first foreign study tour was completed in October with a group of 18 participating in three days of study on the U.S.S.R., followed by a 17-day tour of Warsaw, Leningrad, Moscow, and Prague.

OTHER DEPARTMENTS

The Graduate School Press The 1974 Publications Catalog came off the press in October 1973. This edition is entitled "Books for Continuing Your Education," and includes an author index. Approximately 20,000 copies have

been sent to political and environmental science instructors and to federal, state, and local administrators. The Information Division of the Soil Conservation Service arranged for us to send 1,700 copies to two organizations -- the Conservation Education Association and the Soil Conservation Society of America.

Of the 26 titles listed in the Catalog, 21 were offered at a 50% discount when five or more titles are ordered.

As of June 30, income from sales totalled \$11,744.94. This figure includes interest from investments, bookstore sales, and mail orders. We estimate that \$6,800 was derived from mail orders.

The Business Office The annual Graduate School financial report will be available in September when our auditor's work is completed. We project our receipts will exceed \$2.5 million for this fiscal year, with a small net gain.

The Graduate School recently entered into a contract with Service Bureau Corporation to develop automated general ledger and accounts payable systems. Processing of checks was begun under this new system in August.

NEW BOARD MEMBERSHIP

Secretary of Agriculture Earl L. Butz appointed Donald E. Brock, Executive Assistant to the Secretary, to the General Administration Board of the Graduate School.

NEW COMMITTEE CHAIRMEN

The following new Committee Chairmen were appointed by the Board:

Helen J. Souders (Biological Sciences), Agricultural Research Service, USDA.
Marie D. Wann (Mathematics and Statistics), Statistical Policy and Management Information Systems Division, Office of Management and Budget.
Albert T. Greatorex (Individual Learning Center), Farmers Home Administration, USDA.
Theodore R. Crane (Information and Public Relations), Office of Communication, USDA.

SCHOLARSHIPS

Under the Charles S. Murphy Endowment Fund 16 scholarships were awarded to individuals for courses in the Evening Program, one was awarded for a course in the Career Planning and Development Program, and another for a course in the Special Programs.

BOARD SUBCOMMITTEE ON THE FUTURE OF THE GRADUATE SCHOOL

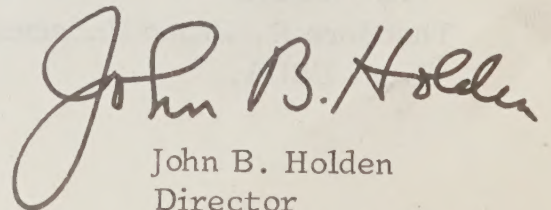
1. The Board adopted the recommendation to have the American Council on Education evaluate selected offerings of the Graduate School to facilitate transfer of credits to degree-granting institutions.
2. The Board again considered whether or not the Graduate School should grant degrees. A decision was made to remain as we are, a dynamic, flexible, practical, and non-traditional "School for Continuing Education."
3. After due deliberation it was again decided that the name "Graduate School" identifies the school and should be retained and that the slogan "A School for Continuing Education" should be featured to clarify what we do.

TOTAL YEARLY ENROLLMENTS BY PROGRAMS

	<u>Career Planning & Development</u>	<u>Independent Study</u>	<u>Special Programs</u>	<u>Evening</u>	<u>TOTAL</u>
1970/1971	347	1,205	6,090	12,618	20,260
1971/1972	542	1,383	6,091	12,374	20,390
1972/1973	637	1,192	6,509	10,690	19,028
1973/1974	846	1,177	8,335	11,596	21,954

GOALS FOR 1974/1975

1. To implement the American Council on Education's evaluation of select Graduate School courses.
2. To test the feasibility of Graduate School regional centers.


John B. Holden
Director